



for Women

Sue Ellson BBus MPC CDAA ASA WV SPN

Independent LinkedIn Specialist, Author, Educator, Practitioner

13 July 2022

sueellson@sueellson.com

<https://www.linkedin.com/in/sueellson>

Welcome

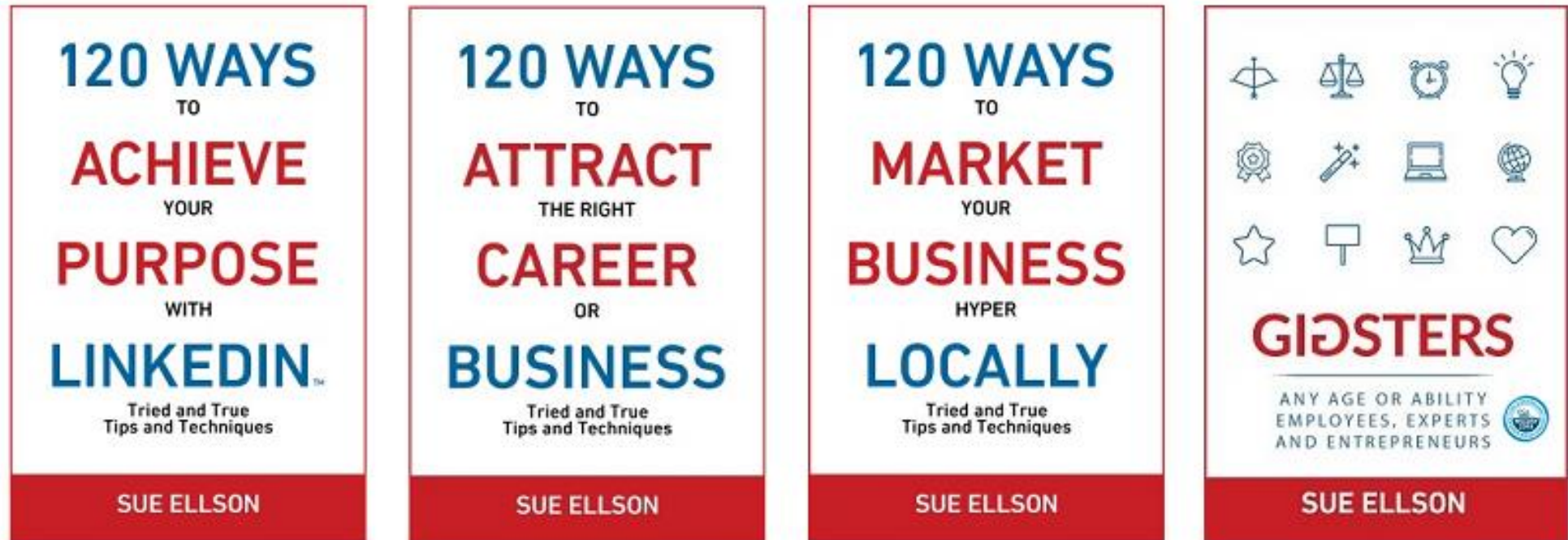
- ✓ top 10 techniques for Women
- ✓ top 10 ways to use LinkedIn for Women
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week

(please have the LinkedIn App ready on your phone)

Here to give you awesome value and proactive action items!



Special Gift – Free Downloads



- ✓ latest offer <https://sueellson.com/latest-offer>
- LinkedIn statistics and backup spreadsheet
 - Usernames and passwords spreadsheet
 - my first four books downloadable from ResearchGate

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (22,450 Connections, 24,830 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (538 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (139 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (395 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (307 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (69 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,635 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,688 Subscribers)
<http://eepurl.com/hjxQkP>

Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com>

Quick Points

- ✓ acknowledge traditional owners of land where we are all based – **share your location in the chat if you like!**
- ✓ this presentation is for people of all backgrounds
- ✓ disclaimer: this is all information sharing not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute (less bandwidth)
- ✓ assume varied level of knowledge and experience and can read
- ✓ please add any questions you have in the Chat – whilst I am screen sharing, you will not appear on the recording
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ will be recommending that you **find a way to say 'thank you'**

This Presentation

- ✓ for women
- ✓ for anyone who identifies as a woman
- ✓ for anyone who lives, works or networks with women
- ✓ suggestions and recommendations based on my experience
- ✓ suitable for all people – be more aware of challenges facing women
- ✓ educational and more to read at...

<https://www.linkedin.com/pulse/linkedin-women-sue-ellson>

<https://herbusiness.com/blog/top-20-linkedin-techniques-businesswomen-part-1>

<https://herbusiness.com/blog/top-20-linkedin-techniques-businesswomen-part-2>

<https://web.archive.org/web/20190402190553/https://rubyconnection.com.au/insights/women-in-business/linkedin---top-tips-for-women-in-their-work,-career-or-business.aspx>

Specific Women's Tips

- ✓ only need 60% competency - to mention a skill or capability, not 100%
- ✓ do NOT mention years of experience - talk about expertise in a, b, c etc
- ✓ support others, including competitors
- ✓ be specific in your comments, recommendations, messaging
- ✓ develop your 'motto' – mine is friendly and professional not personal
- ✓ join and support a professional association
- ✓ remember that if you don't tell, you can't sell



Chelsi Peters, Pexels.com

Why even bother with LinkedIn?



Why bother with LinkedIn?

- ✓ You will be Googled – by friends, family, colleagues, recruiters, decision-makers, fellow students (past and present), peers in the industry, current, future and past employees, your neighbours, people at parties etc – LinkedIn is highly optimised for your name if you edit your Public URL
- ✓ Do you have your own website? Yourname.com? Top talent across the world do - so you may like to think about this option – but in the meantime, go with LinkedIn and/or Google Business Profile <https://business.google.com> (free website)
- ✓ 830 million members worldwide and over 17 million people in Australia are on LinkedIn – not having a Google presence can be a liability. It allows you to share your story in your own way before someone else does. It can be a risk mitigation strategy. The number of people using LinkedIn in Australia is increasing year on year
- ✓ No job or enterprise is forever, you NEED a network to maintain an income and to build your experience portfolio, reputation, brand etc and to be kept up to date on what is happening in your areas of expertise

Top 10 techniques for Women

– see how many you are already doing!



Top 10 techniques for Women

1. Decide who you will connect with – it is your choice. You can Ignore connection requests. Create your own selection criteria – location, industry, likelihood of being sold to, quality of LinkedIn Profile and Activity, creepiness. My policy, in Australia, photo, detail, reasonable number of connections, not selling

- you can connect with individuals
- you can follow Company Pages
- you can find more through a Google Advanced Search
https://www.google.com.au/advanced_search

Ignore

Accept

2. Complete your LinkedIn Profile in detail

- describe your Achievements (without commercially sensitive information)
<https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>
- complete as many sections as possible
<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>
- do not recommend Career Break option
<https://www.linkedin.com/pulse/linkedin-add-career-break-option-yes-sue-ellson>
- for your career
<https://shedefined.com.au/career/how-to-overhaul-your-linkedin-profile-to-improve-career-prospects>



Open to

Add profile section

More

Top 10 techniques for Women

3. Customise your LinkedIn URL – optimises your name in Google Search Results and can be added to your email signature, website, business card etc
<https://www.linkedin.com/public-profile/settings>

 **Edit your custom URL**
Personalize the URL for your profile.
www.linkedin.com/in/sueellson 

4. Edit your headline and banner – what ‘label’ do you want to be remembered for? Do you have multiple purposes? What do you want to be found for? What are your interests? 220 Characters

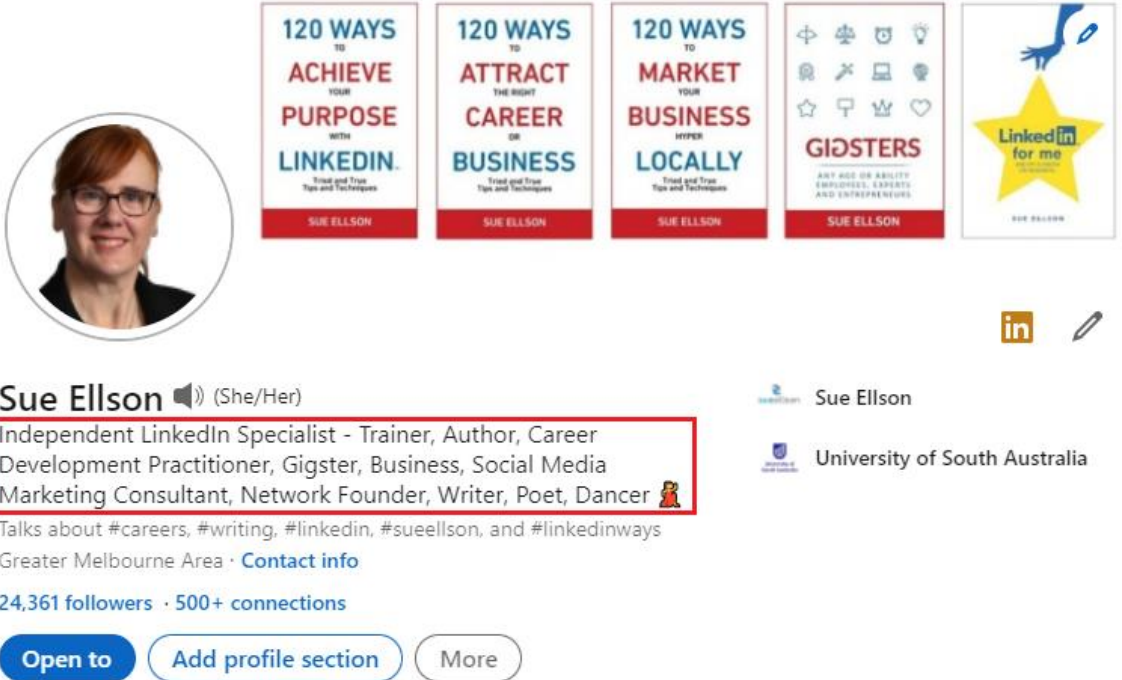
Photo – head and shoulders, high neck garment, eyes one third line, hair at top of circle

Label - Aspiring CEO

Keywords – Leadership, Management, Operations, Governance, Risk, Compliance, GRC, Senior Executive, GAICD, MIML

Interests – Surfer 

<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>



The screenshot shows Sue Ellson's LinkedIn profile. At the top is a circular profile picture of a woman with red hair and glasses. To the right of the photo is a banner with five book covers: '120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN', '120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS', '120 WAYS TO MARKET YOUR BUSINESS LOCALLY', 'GIGSTERS', and 'Linkedin for me'. Below the photo is the name 'Sue Ellson' with a speaker icon and '(She/Her)'. A red box highlights the headline: 'Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer'. Below the headline is a summary of her interests: 'Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways Greater Melbourne Area · [Contact info](#)'. At the bottom, it shows '24,361 followers · 500+ connections' and three buttons: 'Open to', 'Add profile section', and 'More'. To the right of the profile, it shows 'Sue Ellson' and 'University of South Australia'.

Top 10 techniques for Women

5. Add your multimedia bling

- video introduction on your face via the Mobile Phone App
- audio announcement of your name via the Mobile Phone App
- video links in Featured Section



Sue Ellson  

Link



 Edit

 Delete

Book 4 - Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs Book by Sue Ellson
YouTube

Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs by Sue Ellson launched 17 May 2019 <https://120ways.com/books/gigsters-any-age-or-ability-employees-experts-and-entrepreneurs>

6. Join and/or Follow Professional Associations – you can Follow their Company Pages (even if you are not a member) – if you are a member, make sure you add it in the Licenses/Certifications section and the Organizations section and your Contact Info Website Links

<https://sueellson.com/blog/how-to-showcase-your-professional-membership-on-linkedin>

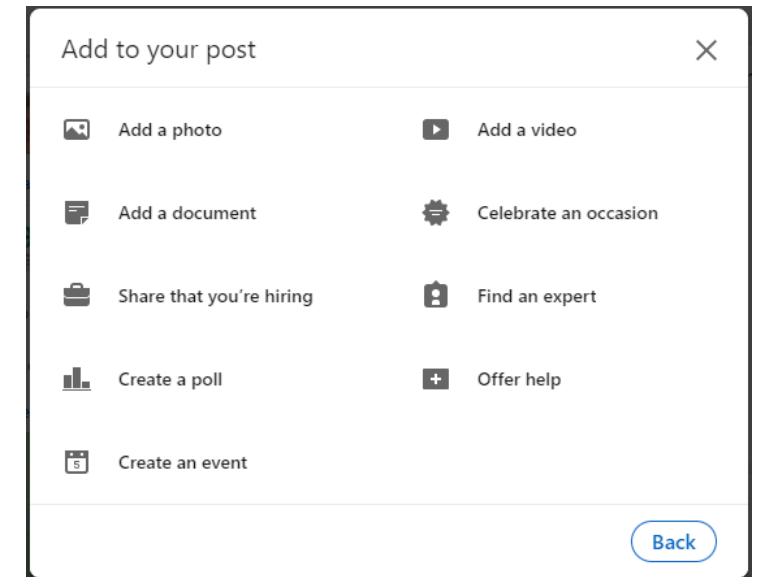
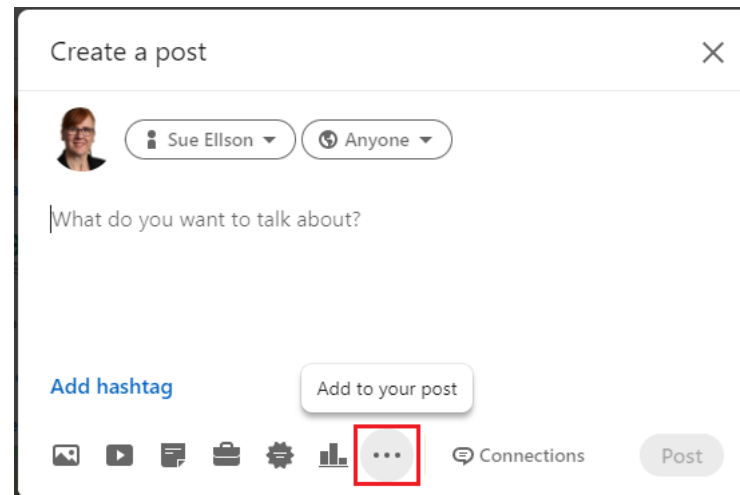
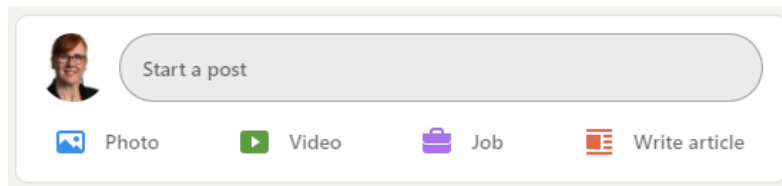
Top 10 techniques for Women

7. Consider how you will engage on LinkedIn

Engage – like, comment, share, endorse for skills, write recommendations

Curate – find content elsewhere and share as a post

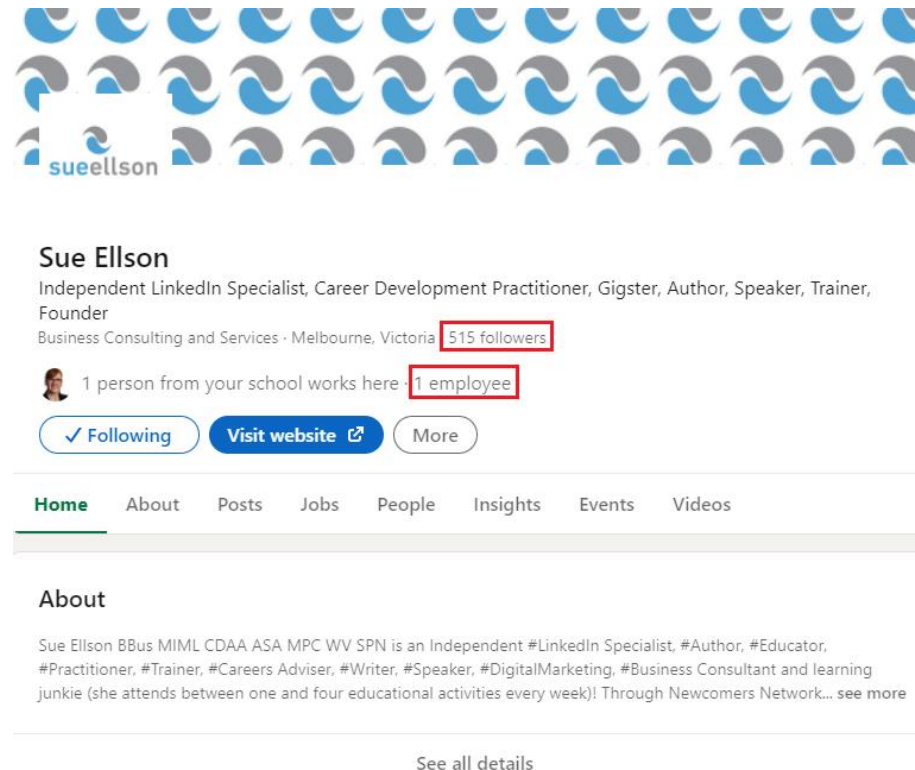
Create – prepare your own content and share as posts (newsfeed), articles (blog), events, newsletters, lives, audio, messaging



<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

Top 10 techniques for Women

8. Consider creating a Company Page for your Name – this is a way to ‘collect’ all of your work in one location and for you, even as an enterprise of one, to build your number of Followers. Definitely needed if you have your own enterprise.



<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

Top 10 techniques for Women

9. Adjust any relevant settings – turn off ‘People also viewed’ and Autoplay Videos. Selectively show your visibility – there is no need to Delete your LinkedIn Profile.

You may decide to turn on Creator Mode (nominate five hashtags) if you want to add Content to LinkedIn around major topics and change from ‘Connect’ to ‘Follow’ button on your LinkedIn Profile

<https://www.linkedin.com/psettings/browse-map>

<https://www.linkedin.com/psettings/videos>

<https://www.linkedin.com/psettings/profile-visibility>

<https://www.linkedin.com/public-profile/settings>

Can hide your profile

<https://www.linkedin.com/public-profile/settings>

Can temporarily deactivate / hibernate no need to delete <https://www.linkedin.com/psettings/>

<https://sueellson.com/blog/linkedin-for-creators-at-linkedin-local-wayne-new-jersey>

Visibility of your profile & network

Make your profile and contact info only visible to those you choose

Profile viewing options

Close

Choose whether you're visible or viewing in private mode

Full profile

Select what others see when you've viewed their profile

Your name and headline



Sue Ellson



Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer 🎭
Greater Melbourne Area | Management Consulting

Private profile characteristics



Founder in the Publishing industry from Greater Melbourne Area

Private mode



Anonymous LinkedIn Member

Top 10 techniques for Women

10. Keep an eye on your Statistics – and download your data at least every six months
<https://www.linkedin.com/psettings/member-data> and <https://sueellson.com/latest-offer> for the spreadsheet

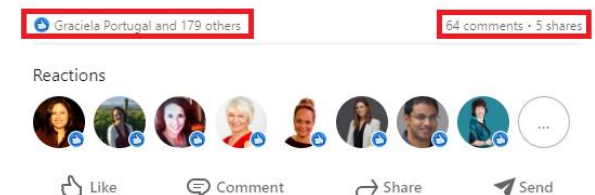
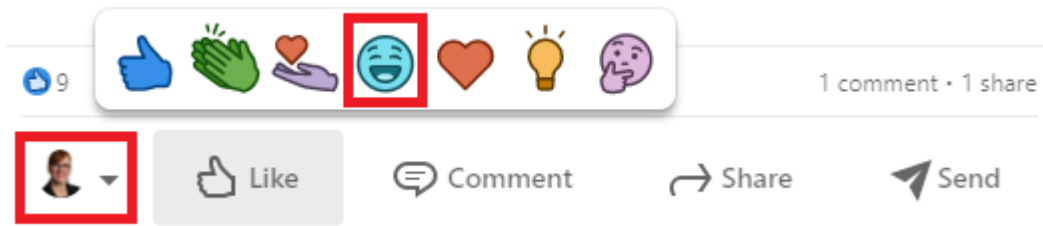
	A	B	C	D
1	LinkedIn Personal Statistics – collect every six months	Sue Sample	Next Date	Next Date
2	– by Sue Ellson			
3	https://sueellson.com	10/05/2022		
4				
5	1. Find out when you joined LinkedIn (go to the last page of results)	21/12/2003		
6	https://www.linkedin.com/psettings/data-log			
7				
8	2. Number of Connections (max 30,000)	21,772		
9	https://www.linkedin.com/mynetwork			
10	60+ min, 500+ in time			
11				
12	3. Number of Followers (max unlimited)	24,044		
13	https://www.linkedin.com/feed/followers			
14	More than Connections – if significantly more, shows thought leadership			
15				
16	4. Number you are Following (max unlimited)	22,147		
17	https://www.linkedin.com/feed/followers			
18	More than Connections – if significantly more, shows you are interested in certain topics			
19				
20	5. Profile Views per 90 days (Reverse stalk)	1,682		
21	https://www.linkedin.com/me/profile-views			
22	100+ per 90 days			
23				
24	6. Search Results for 7 days	795		
25	https://www.linkedin.com/me/search-appearances			
26	50+ per 7 days			
27				
28	7. Number of Featured Skills and Endorsements (max 50)			
29	https://www.linkedin.com/in/YOURURL			
30	Top 3 20+ votes			
31				
32	Skill 1 Writing	93		
33	Skill 2 LinkedIn Training	173		
34	Skill 3 Consulting	147		

Top 10 Ways To Use LinkedIn for Women



Top 10 Ways To Use LinkedIn For Women

1. **Increase your Engagement Ratio** – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase number of engagements per post you publish – people like it when you like their stuff! Even better if you Comment as well. Great if you can respond to all @Mentions, your Employer Content and it also helps the LinkedIn algorithm understand what you like



2. **Provide information for social media posts**
– what information can be shared publicly?
Do you keep the social media team informed and provide quality photos and copy (words)? Can you share some behind the scenes stories? Can you provide details of women-specific awards, achievements, notable activity?
Do you support posts made by women and women's organisations?

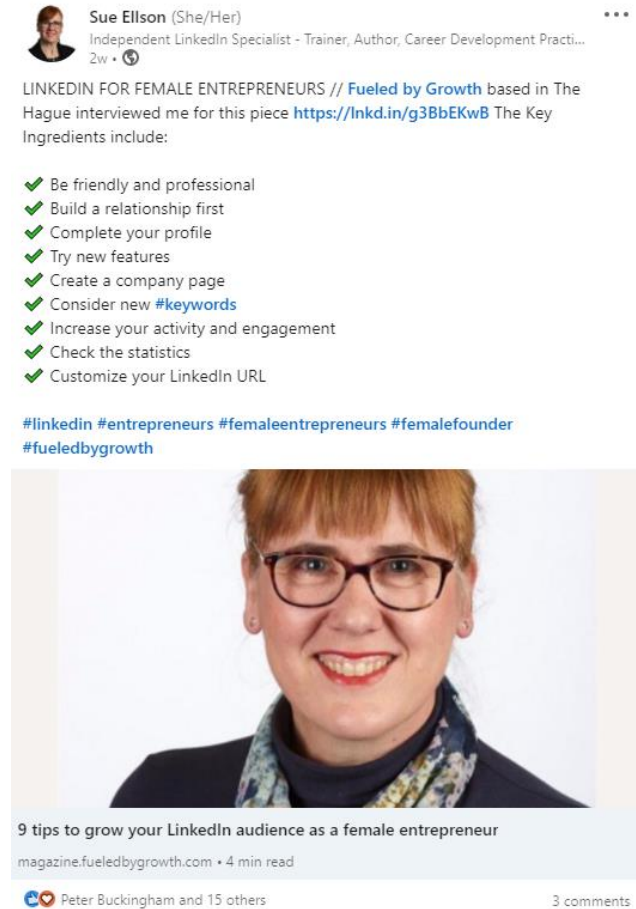
<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

Top 10 Ways To Use LinkedIn For Women

3. **Incorporate various features into your LinkedIn Content Strategy** – use relevant emojis (but not too many), use @mentions, #hashtags, add your video to YouTube, wait, edit the transcript and upload the .srt file so that you can have Captions on your video content (via desktop or laptop only), consider saving PowerPoint Presentations to PDF and upload a document (provides a slide show).

Consider

- events
- newsletters
- polls
- articles
- video
- audio



Top 10 Ways To Use LinkedIn For Women

4. Update your Profile yearly – a lot can change in a year – remember to look at every section of your Profile and every setting as things do change and keep on top of your statistics too!

You can list some Positions in either 'Experience' and/or 'Voluntary Experience' depending on your Personal Objectives.

Make sure you reach out to your 'VIPs' at least once a year to maintain the relationship or visit their LinkedIn Profile and click on the Notification Bell so you can be informed when they Post.



Analytics

Private to you



1,524 profile views

Discover who's viewed your profile.



3,443 post impressions

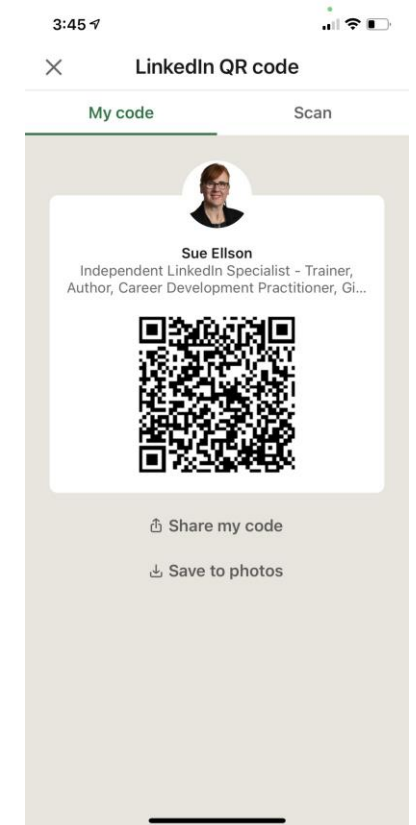
Check out who's engaging with your posts.
Past 7 days



1,008 search appearances

See how often you appear in search results.

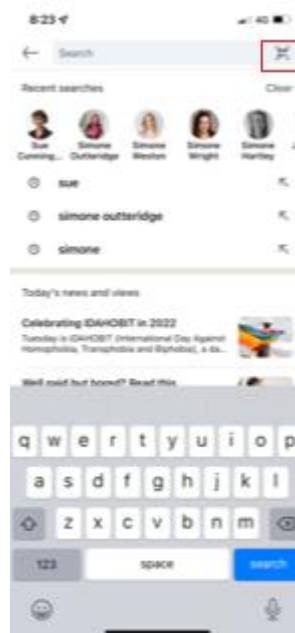
5. Add Connections – everyone you meet from now on and match it to your phone and other VIP contact lists – don't choose Connect or Follow, choose the three dots ... and Personalise the invite with a message about where you have met – international as well



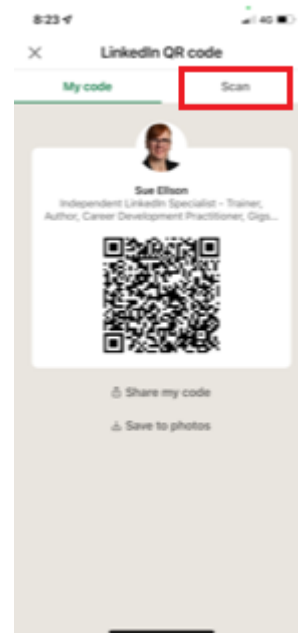
Connect with me on LinkedIn – part 1



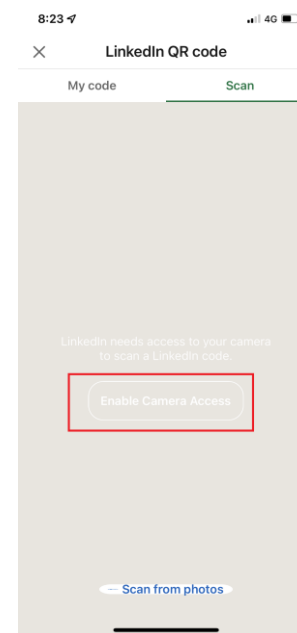
1. Open LinkedIn App and press in Search Box



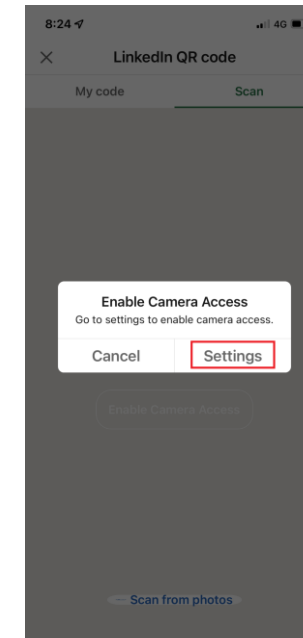
2. Press dots on top right hand side of screen



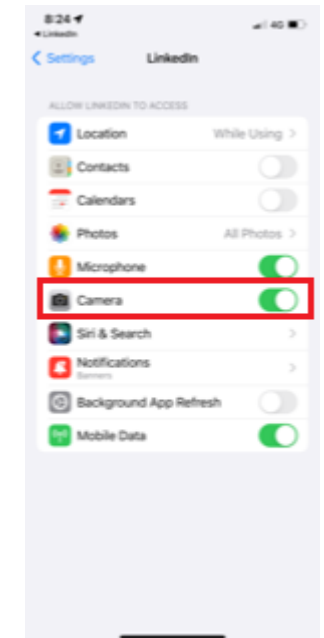
3. Press Scan



4. Press Enable Camera Access

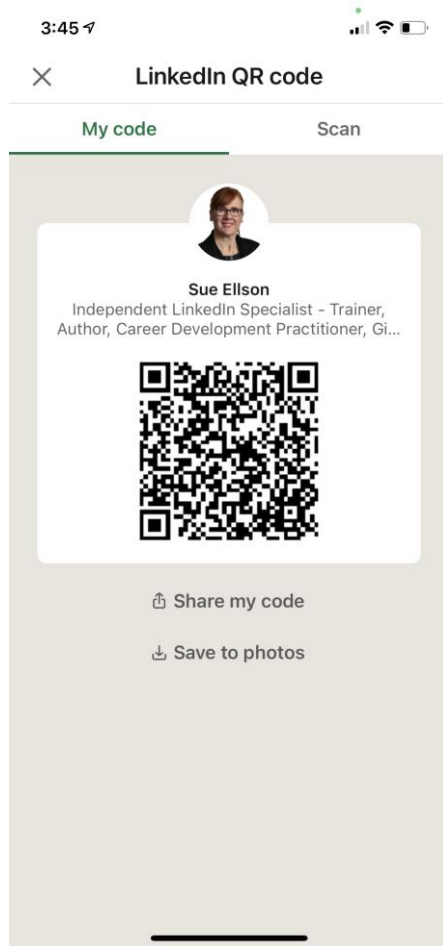


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

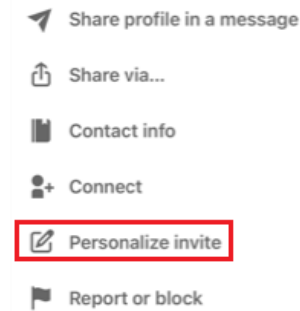
Connect with me on LinkedIn – part 2



7. Use your phone to Scan this code on the screen



8. Press the three dots next to the Message button



9. Select Personalize Invite



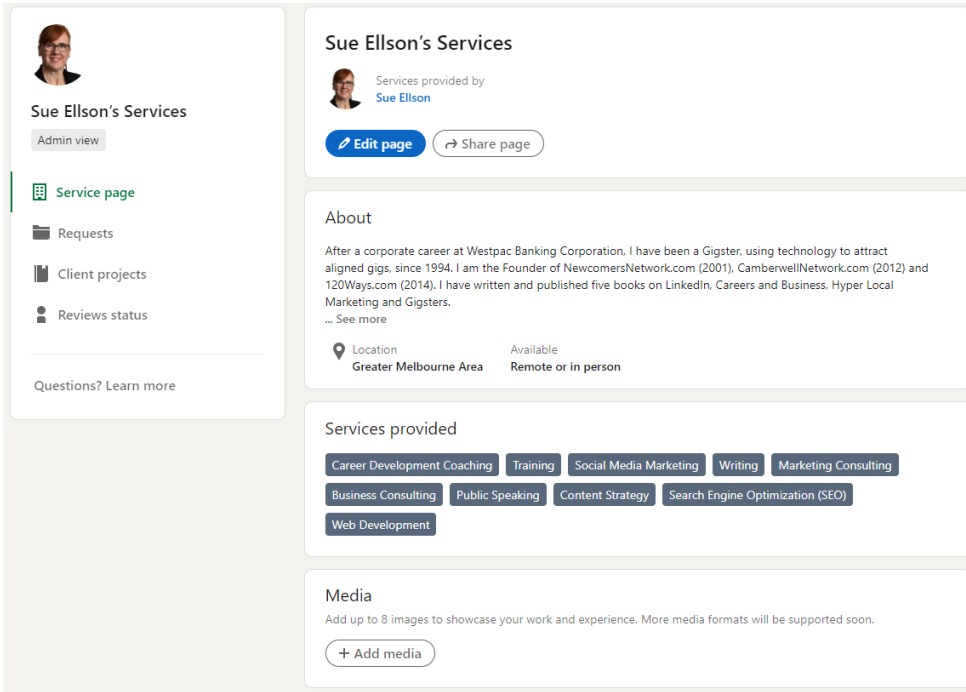
10. Type up a brief message, Send Invitation to Connect

From now on, please connect with everyone you meet in person using your LinkedIn App on your phone

Top 10 Ways To Use LinkedIn For Women

6. Set your goals – who do you want to reach, serve, support etc – decide on this before choosing what you publish on LinkedIn – if you have a side hustle, may be necessary to discuss this with your employer – may also like to fill in 'Open to – Providing Services.'

7. Abide by Social Media Policy – what Recommendations does your Employer have for your LinkedIn Profile? Recommend being friendly and professional rather than personal. Have a strategy for negative trolls, unwanted Connection requests and triggering comments.



The screenshot shows a LinkedIn profile for Sue Ellson, specifically her 'Services' page. The page is titled 'Sue Ellson's Services' and includes an 'Admin view' button. The left sidebar shows navigation options: 'Service page' (selected), 'Requests', 'Client projects', and 'Reviews status'. The main content area is divided into sections: 'About' (describing her corporate career and gigster work), 'Services provided' (listing various services like Career Development Coaching, Training, Social Media Marketing, etc.), and 'Media' (with an 'Add media' button).

Sue Ellson's Services

Services provided by Sue Ellson

[Edit page](#) [Share page](#)

About

After a corporate career at Westpac Banking Corporation, I have been a Gigster, using technology to attract aligned gigs, since 1994. I am the Founder of NewcomersNetwork.com (2001), CamberwellNetwork.com (2012) and 120Ways.com (2014). I have written and published five books on LinkedIn, Careers and Business, Hyper Local Marketing and Gigsters.

... See more

Location
Greater Melbourne Area

Available
Remote or in person

Services provided

Career Development Coaching Training Social Media Marketing Writing Marketing Consulting

Business Consulting Public Speaking Content Strategy Search Engine Optimization (SEO)

Web Development

Media

Add up to 8 images to showcase your work and experience. More media formats will be supported soon.

[+ Add media](#)



Top 10 Ways To Use LinkedIn For Women

8. Consider writing Articles – these can remain online indefinitely (but keep a copy)



Should you pay for social media ads?

Published on September 10, 2021 | [Edit article](#) | [View stats](#)



Should you pay for social media ads? By Sue Ellison - picture by Marius Spiste pixels.com



Sue Ellison

Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network...

102 articles

Should you pay for social media ads?

By Sue Ellison BBus MIML MAHRI MPC CDAA ASA WV SPN AH

I have been contacted by several businesses recently asking for assistance with purchasing **LinkedIn Ads**. It seems there are very few LinkedIn Ads Specialists across Australia - and this could be for a number of reasons. Perhaps businesses believe that their target audience is on another social media platform. Or they are already familiar with another social media's

9. Bring your artistic flair to LinkedIn – bring your story to life as only you know how. Incorporate as much colour and imagination as possible. Join the dots between your website, social media, reviews, directory links and other links (including media and other websites where you are listed)



10. Remember that Consistency is Key and abide by the LinkedIn User Agreement

Provide continuous engagement (responding to all Comments where you are @mentioned if realistic), be on top of the latest features and make use of them to show your digital competency. Cannot automate processes (people or tech) but can systemise.

<https://www.linkedin.com/legal/user-agreement>

<https://www.linkedin.com/pulse/should-you-pay-social-media-ads-sue-ellson>

Top 10 ways to manage your LinkedIn activity in 20 minutes per week



Top 10 ways to manage your LinkedIn activity in 20 minutes per week

1. Logon and engage with the Newsfeed
– 8 minutes – two reactions (likes) and one lengthy comment
2. Review your Notifications
– 2 minutes
3. Review your Network Connection requests, Event Invitations
– 2 minutes
4. Visit and Engage with the content of your Employer/Enterprise
– 2 minutes
5. Edit or update your own Profile or Settings
– 1 minute
6. Post an item in the Newsfeed (curated or created)
– 2 minutes (once every three months, publish an article)
7. Reflect on your statistics, activity and results and make plans for next week (consider endorsements, recommendations etc)
– 3 minutes



Where to from here?



Publications and Upcoming Events

Publications

<https://sueellson.com/publications>

Video recordings

<https://sueellson.com/videos>

Today's recording – LinkedIn for Women

<https://sueellson.com/blog/linkedin-for-women>

Next LinkedIn Insight Webinar – LinkedIn for Students and Future Graduates 10 August 2022 12pm

<https://www.linkedin.com/events/linkedinforstudents-futuregradu6949553279445938176>

Presentations by Sue Ellson in 2022

<https://sueellson.com/presentations/presentations-2022>

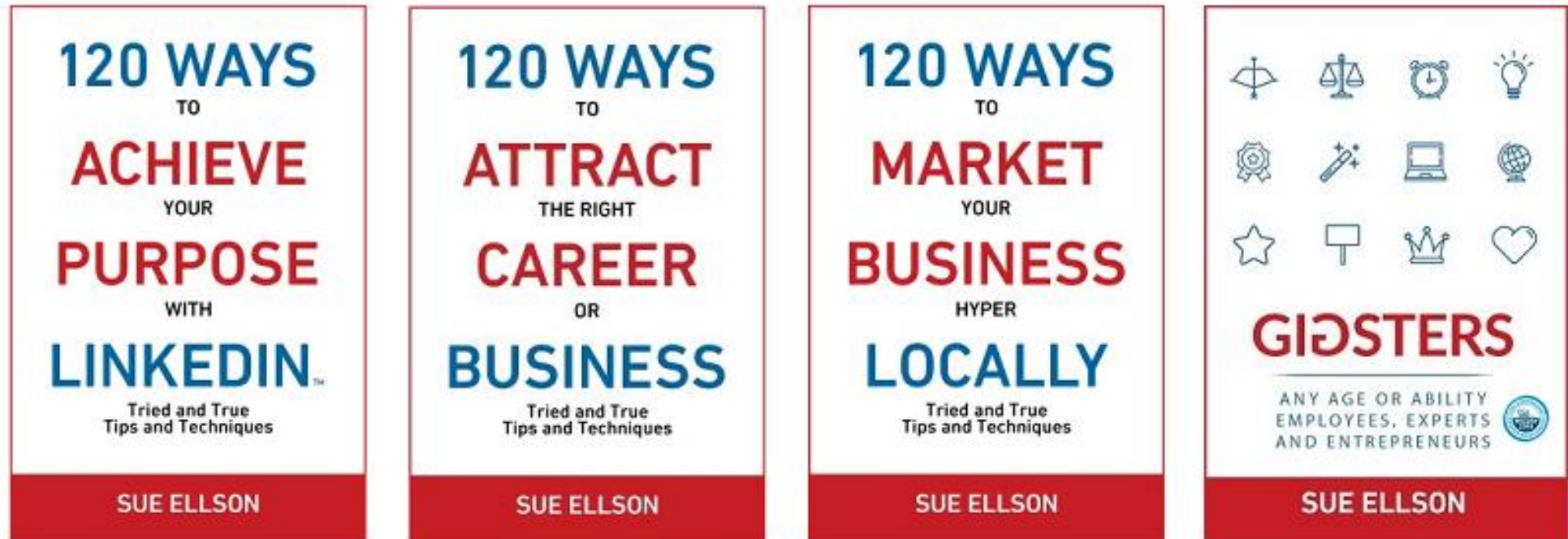
Professional Services

<https://sueellson.com/services> - \$175 per hour up to two people – online can be recorded

LinkedIn Insight Webinars and Recordings

- **LinkedIn for Migrants, Expatriates and Repatriates** 12pm 14 December 2022 Details to come or [View this now](#)
- **LinkedIn for Sales People** 12pm 9 November 2022 Details to come or [View this now](#)
- **LinkedIn for Career Changers** 12pm 12 October 2022 Details to come or [View this now](#)
- **LinkedIn for Trades People** 12pm 14 September 2022 Details to come or [View this now](#)
- **LinkedIn for Students and Future Graduates** 12pm 10 August 2022 [LinkedIn Event](#) or [Eventbrite](#)
- **LinkedIn for Women** 12pm Wednesday 13 July 2022 [LinkedIn Event](#) - [Recording](#)
- **LinkedIn for Authors** 12pm Wednesday 8 June 2022 [LinkedIn Event](#) - [Recording](#)
- **LinkedIn for Early Career Professionals** 12pm Wednesday 11 May 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Creatives** 12pm Wednesday 13 April 22 [LinkedIn Event](#) [Eventbrite](#) – [Recording](#)
- **LinkedIn for Education Professionals** 1pm Wednesday 9 March 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Human Resource Professionals** 12pm Wednesday 9 February 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Journalists and Media Professionals** 12pm Wednesday 12 January 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Board Directors and Senior Leaders** 12pm Wednesday 8 December 2021 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for CEO's and Business Owners** 12pm Wednesday 3 November 2021 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Business Coaches and Career Specialists** 12pm Wednesday 6 October 2021 [LinkedIn Event](#) – [Recording](#)

Special Gift – Free Downloads



- ✓ latest offer <https://sueellson.com/latest-offer>
- LinkedIn statistics and backup spreadsheet
- Usernames and passwords spreadsheet
- my first four books downloadable from ResearchGate

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (22,450 Connections, 24,830 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (538 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (139 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (395 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (307 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (69 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,635 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,688 Subscribers)
<http://eepurl.com/hjxQkP>

What has been most helpful?

How to say thank you

✓ **LinkedIn Recommendation** <https://www.linkedin.com/in/sueellson>

✓ **Google Review** <https://g.page/sue-ellson-author/review> (currently 111 Reviews)



Google Review

<https://www.linkedin.com/pulse/sorry-we-dont-have-budget-sue-ellson-1c>

(read this if you need to ask for a freebie)